



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Scheduled Report - public distribution

Date: 11/25/1998

GAIN Report #JA8116

Japan

Citrus

Citrus Annual Report

1998

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Report Highlights:

U.S. fresh grapefruit exports to Japan are expected to rise in marketing year, as marketers recover from short supplies of high-quality fruit the year before. With sufficient quantities of "Japan grade" fruit expected in the 1998/99 crop, Florida grapefruit exports are forecast to exceed 10 million cartons, rising more than 10 percent from 1997/98. Imports of Florida orange juice are also expected to rise in 1998/99, as higher prices for Brazilian frozen concentrated orange juice this year are encouraging buyers to import more juice from Florida. Imports of U.S. oranges are forecast to be roughly unchanged.

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Production

Fresh Oranges:

Japanese production of fresh oranges continues to decline. According to Japan Fruit Growers Cooperative Association, the planted and harvested acreage for Navel oranges for the 1998/99 season is projected to decline by roughly 9 percent from the previous year. Overall, Navels account for one percent of total citrus production in Japan. Production of Valencias is negligible and not marketed commercially. The continued decline in Japanese orange production is due largely to competition from lower cost imports from the United States, Australia and South Africa, as well as a shrinking farm population.

Fresh Tangerines:

Post forecasts a production level of 1,439,000 metric tons for tangerines, based on October 1 conditions, according to the Ministry of Agriculture, Forestry and Fisheries (MAFF) and local growers' organizations. Production of Mikans, the most important variety, is expected to reach 1,176,000 metric tons, down 24 percent from last year. A lack of sunshine and high temperatures in spring and summer this year, resulting in weak flowering and fruiting of mikans, as well as typhoons and heavy rainfalls in late summer and early fall, contributed to the lower crop estimate. Iyokans (189,000 tons) and Hassakus (74,000 tons) account for the remainder of projected 1998/99 Japanese fresh tangerine production.

Mikan harvested area is expected to be down by 2 percent from the 1997 level to 60,600 hectares, due largely to a conversion of acreage to other fruit varieties and abandoned orchards. Of the total harvested area, approximately 56 percent (33,700 hectare) is planted with early crop varieties harvested from early September to early December and the rest (26,900 hectare) are planted with regular varieties harvested from mid-November to mid-January. Greenhouse Mikan production (1,320 hectares), is marketed in Japan's off-season niche market, with harvesting occurring from late May through late August.

Fresh Citrus, Other:

The other principal citrus variety grown in Japan is Natsu-Mikan (also called Natsu-Daidai). Thus, the statistics reported in the PS&D as "other" reflect Natsu-Mikan production, which is a late variety citrus harvested from late December to February and marketed through May. While the name Natsu-Mikan translates as "summer-orange", it is not a variety of the sweet orange family. In appearance, it bears more similarity to a grapefruit. Natsu-Mikan varieties are fairly acidic and less juicy than other citrus.

Japanese Mikan Crop Area and Production

Crop Year	Mature Tree Area (HA)	Young Tree Area (HA)	Total Area (HA)	Production (MT)
1970	101,700	61,400	163,000	2,552,000
1973	127,100	46,000	173,100	3,389,000
1975	140,900	28,500	169,400	3,665,000
1980	130,500	9,100	139,600	2,892,000
1985	103,600	8,900	112,500	2,491,000
1990	71,200	9,600	80,800	1,653,000
1995	65,300	5,200	70,500	1,378,000
1996	63,500	4,500	68,300	1,153,000
1997	62,000	4,000	66,000	1,553,000
1998 1/	60,660	3,940	64,600	1,176,000

1/ Preliminary

Source: MAFF

Consumption

Japanese consumption of fresh citrus (oranges, grapefruit and lemons) for the 1997/98 marketing season (October 1997 - September 1998) declined significantly from the previous year, due largely to a short supply of premium "Japan grade" quality fruit from the United States, with poor weather (due partly to the effects of "El-nino") contributing to the short crop of quality fruit. Japanese consumption of citrus depends heavily on overseas supplies, primarily from the United States. Japan's stagnant economy also contributed to reduced purchases of fresh citrus.

Fresh Oranges:

Japanese consumption of fresh oranges for the 1997/98 season declined approximately 17 percent over last year due primarily to a short supply of premium grade California Navels and Valencias. Imports account for over 85 percent of Japan's fresh orange supply.

According to the Japan Management and Coordination Agency, Japanese consumption of fresh oranges for 1997 (January-December, 1997) was 2.8 kilograms per household (based on an average of 3.53 persons/household) or approximately 806 grams per person.

Japanese consumption of fresh oranges rises in early spring with peak demand occurring from March through

June as the taste of California oranges matures. Japanese Mikans are eaten in fall and winter, with the majority of fresh Mikans consumed before March. Fruit quality (especially Brix levels) and consistent supply of high-quality product throughout the season are important factors in Japanese fresh consumption.

Japanese Consumption and Retail Prices of Fresh Oranges by Month

	Consumption 1/		Retail Prices 2/	
	1997 (grams)	1998 (grams)	1997 (Yen/KG)	1998 (Yen/KG)
January	163	68	425	433
February	246	140	409	422
March	397	306	422	408
April	559	489	390	401
May	454	424	417	410
June	363	316	390	410
July	287	247	397	406
August	141	179	401	
September	106		404	
October	56		426	
November	22		418	
December	51		424	

1/ Consumption per household, based on an average of 3.53 persons/household.

2/ Retail prices in Tokyo.

Source: 1/ Management and Coordination Agency

2/ MAFF

Fresh Grapefruit:

Japanese consumption of fresh grapefruit for the 1997/98 season declined by 22 percent over last year due largely to a short supply of premium "Japan grade" grapefruit from Florida. Imports account for all of Japan's fresh grapefruit supply, with Florida comprising 65 percent of total sales.

According to the Japan Management and Coordination Agency, Japanese consumption of fresh grapefruit for 1997 (January-December, 1997) was 3.9 kilograms per household (based on an average of 3.53 persons/household) or approximately 1.1 kilograms per person. Fresh grapefruit are consumed year-round with

peak demand running from April through June when the Brix levels of Florida grapefruit peaks. Approximately 74 percent of Japan's fresh grapefruit is consumed between February and June.

Japanese Consumption and Retail Prices of Fresh Grapefruit by Month

	Consumption 1/		Retail Prices 2/	
	1997 (grams)	1998 (grams)	1997 (Yen/KG)	1998 (Yen/KG)
January	131	109	362	358
February	224	148	350	353
March	417	390	340	340
April	759	583	321	335
May	793	716	329	342
June	679	551	327	350
July	358	293	338	373
August	168	151	350	
September	134		374	
October	102		385	
November	56		390	
December	78		368	

1/ Consumption per household, based on an average of 3.53 persons/household.

2/ Retail prices in Tokyo.

Source: 1/ Management and Coordination Agency

2/ MAFF

Fresh Lemons:

Japanese consumption of fresh lemons is fairly stable all year round. Fresh lemons are largely consumed in Japan's food service sector, like restaurants, hotels and pubs, as well as home cooking use. According to the Japan Management and Coordination Agency, Japanese consumption of fresh lemons for 1997 (January-December, 1997) was 620 grams per household (based on an average of 3.53 persons/household) or approximately 175 grams per person.

Japanese Consumption and Retail Prices of Fresh Lemons by Month

	Consumption 1/		Retail Prices 2/	
	1997 (grams)	1998 (grams)	1997 (Yen/KG)	1998 (Yen/KG)
January	45	44	474	507
February	52	54	467	493
March	58	57	432	496
April	54	54	440	489
May	51	56	592	482
June	46	53	726	552
July	49	54	787	650
August	49	54	790	
September	44		773	
October	50		734	
November	50		689	
December	72		554	

1/ Consumption per household, based on an average of 3.53 persons/household.

2/ Retail prices in Tokyo.

Source: 1/ Management and Coordination Agency

2/ MAFF

Fresh Tangerines:

Consumption of fresh tangerines for the 1998/99 season is estimated at 1,314,000 metric tons, down approximately 16 percent from the previous season, with Mikans accounting for 80 percent (1,051,000 tons) of the total. Consumption of Hassaku and Iyokan varieties is expected to reach 74,000 and 189,000 metric tons, respectively.

According to the Japanese Management and Coordination Agency, Japanese consumption of fresh Mikans for 1997 (January-December) was 20.4 kilograms per household (based on an average 3.53 persons/household) or 5.79 kilograms per capita. Mikan remains the most popular of all types of fresh fruit consumed in Japan, although the Japanese consumption of fresh Mikans has been in gradual decline, and the overall trend toward lower Mikan consumption is expected to continue.

According to the Japan Fruit Production/Shipment Stabilization Committee, fresh Mikans that are destined for the processing sector for the 1998/99 marketing year is estimated at 127,000 metric tons, with 67,000 metric tons of new crop destined for the juice industry and 60,000 metric tons for the canning industry.

Utilization of Domestic Mikan Production
(1,000 Metric Tons, Percent)

Crop Year	Total Harvest	Domestic Fresh Consumption	Fresh Export	Canned Process	Juice
1994/95	1,246 (100.0)	1,150 (92.3)	6 (0.5)	50 (4.0)	40 (3.2)
1995/96	1,378 (100.0)	1,198 (86.9)	6 (0.4)	72 (5.2)	102 (7.4)
1996/97	1,153 (100.0)	1,028 (87.6)	5 (0.4)	55 (4.8)	65 (5.6)
1997/98	1,553 (100.0)	1,273 (82.0)	5 (0.3)	48 (3.1)	227 (14.6)
1998/99 1/	1,176 (100.0)	1,044 (88.8)	5 (0.4)	60 (5.1)	67 (5.7)

1/ Preliminary

Source: Based on MAFF and industry information

Trade

Fresh Oranges:

Japan's imports of fresh oranges in the 1997 marketing year (October 1997 to September 1998) declined by 19 percent from the previous season. The United States remains the dominant supplier of fresh oranges to Japan, accounting for almost 90 percent of the total. Imports from the U.S. in MY 1997 were down by 12 percent to 122,000 metric tons (valued at \$106 million). Imports of fresh oranges from South Africa and Australia were also down significantly in the 1997/98 season.

Japanese traders expect imports of fresh oranges in the 1998/99 season will be unchanged from the previous season, at approximately 140,000 metric tons. Imports have been comparatively slow early this crop year, with high fresh orange prices reflecting tight supplies of "Japan grade" fruit from overseas suppliers. However, many traders expect sales to pick up as prices decline to normal levels when new crop of California Navels arrives in late November or early December.

Shipments of fresh oranges from South Africa and Australia in the 1998/99 marketing year will likely be down significantly from the previous year to 6,000 and 4,000 metric tons, respectively. South Africa supplies fresh Navels and Valencias to the Japanese market from July through September, while Australia supplies both

Navels and Valencias from July to November with the peak shipments in August and September. Meanwhile, imports from Spain, while comparatively small, continue to grow. In 1997/98 imports totaled roughly 900 tons, almost double 1996/97 levels and continued gains are expected this year. Spain ships fresh oranges to the Japanese market from January through June with shipments peaking from January through March.

The average import price of fresh oranges from the United States in the 1997/98 marketing season was 87 cents per kilogram on a CIF basis. While, import prices from South Africa, Australia and Spain were 74 cents, \$1.22 and \$1.05 per kilogram, respectively.

Fresh Grapefruit:

Japanese imports of fresh grapefruit for the 1997/98 marketing season (October 1997 to September 1998) fell 22.6 percent to 218,000 metric tons from the previous season. The United States supplies the vast majority of fresh grapefruit to the Japanese market, with Florida accounting for the great majority of the U.S. shipments. Imports from the U.S. tumbled 20 percent in MY 1997 to 181,000 metric tons (\$157 million).

According to Japanese trade sources, demand is expected to return to more normal levels in 1998/99, given the expected good crop in Florida this year. Overall, traders forecast imports from Florida will likely exceed 10 million cartons (17 kilograms/carton) in the 1998/99 marketing season, despite overall sluggish demand for fruit in Japan.

Israel and South Africa are the other two main suppliers to Japan. Imports of Israeli grapefruit ("Sweetie" variety) reached a record 1.4 million cartons (23,600 metric tons) in the 1997/98 year, up 14 percent from the previous year. Japanese trade sources report that the market was over supplied with the Sweetie for much of Israel's marketing season (November through February) and project that shipments will be cut back to roughly 1.1 million cartons (18,700 metric tons) in the 1998/99 season.

Imports from South Africa/Swaziland totaled 12,483 tons in 1997/98, down from 34,626 tons the year before. Traders expect shipments in 1998/99 will be roughly unchanged as shippers continue efforts to ship only high quality "Japan grade" fruit. South Africa/Swaziland supplies fresh grapefruit to Japan from June through September.

The average import price of grapefruit from South Africa for the 1997/98 season was 68 cents per kilogram (CIF), while import price of U.S. grapefruit was 87 cents per kilogram (CIF). The average import price of Israel's sweeties for MY 1997 was \$1.19 per kilogram (CIF).

Fresh Lemons:

Japanese imports of fresh lemons in the 1997/98 marketing fell 10 percent to 78,700 metric tons, with Japan's sluggish economy reducing food service demand. The U.S. supplied 72,300 metric tons of fresh lemons to Japan in MY 1997 worth \$102 million (CIF), accounting for 92 percent of Japan's total imports. Imports of lemons from South Africa, Chile and Australia were also down by 50, 18 and 7 percent, respectively, in the 1997/98 season. Imports of fresh lemons in the 1998/99 season will likely be roughly unchanged from last year at 80,000 metric tons.

California supplies fresh lemons to the Japanese market year-round with shipments peaking from January through July. Shipments from Arizona begin in September and continue until March with most shipments occurring from October through January. South Africa and Australia ship fresh lemons to Japan from June

through November, while shipments from Chile take place from August to November.

The average import price of fresh lemons from the United States in the 1997/98 marketing year was \$1.41 per kilogram (CIF), while import prices from South Africa, Australia and Chile were 78 cents, \$1.15 and \$1.79 per kilogram, respectively.

Marketing

Fresh Oranges:

U.S. oranges are a highly visible, well-promoted item in Japan. Full-scale promotions at many supermarkets start in late January, as California Navels enter their peak trading season. Promotional activities for U.S. Valencias normally start in late April and early May.

Competition from Japanese Mikans is expected to be strong this year as fruit quality is reportedly excellent. In addition, relatively low prices on Mikans this year will also challenge marketers of U.S. oranges. This season's shipments of new crop California Navels are delayed about one month due to lingering effects from "El-nino", with the first shipment of California Navels arriving in the Japanese market in late November or early December with good quality expected.

Fresh Grapefruit:

U.S. grapefruit is a well-established item in Japan. Florida typically markets roughly 10 million cartons (17 kilograms/carton) annually from October through June, while California markets about 2 million cartons each year, with peak sales occurring in the summer months.

In-store promotions of U.S. grapefruit are a common sight throughout Japan. Many store-front promotions are held from February through June, emphasizing the premium quality of mature, high-Brix U.S. grapefruit. The Florida Department of Citrus (FDOC) works closely with Japanese chains in their promotions. In recent years, FDOC has boosted promotions in regional markets where sales of Florida grapefruit are comparatively weak. Promotions have been stepped up recently in markets such as Kyushu (Japan's southern-most island) and Niigata, a major city on the Japan sea, with annual sales goals of 500,000 cartons and 250,000 cartons, respectively.

The first shipment of this season's Israeli Sweetie grapefruit arrived in Japan in mid November. According to Israeli Citrus Marketing Board, this year's Israeli Sweeties are exceptionally high quality, with over 10 degree Brix levels. Israel plans to ship 1.1 million cartons of "Jaffa" brand Sweeties to the Japanese market, selecting only premium quality "Japan grade" fruit. Marketing of the Sweetie will continue into January.

Fresh Lemons:

Fresh U.S. lemons are marketed in Japan year-round. Unlike other fresh U.S. citrus products (fresh oranges and grapefruit), retail marketing activities for fresh lemons are less common, as retail sales account for a small share of total volume. This fall, fresh lemons from the United States have been performing well in the Japanese market, maintaining high prices on large sized packs (sizes 95s and 115s).

Fresh lemons from Chile, South Africa and Australia have gained reputation among many Japanese traders. In

fact, many traders report the quality of Chilean lemons is now comparable to California product. Chile is expected to become a significant competitor to the United States in the Japanese lemon market during the summer and early fall.

Policy

Import Tariffs (Citrus):

The Japanese Government assesses a comparatively high import duty on fresh oranges. The current rate is 34.7 percent for imports during the December-May period, i.e., during the major marketing season for domestically produced citrus fruit, and 17.3 percent during June-November. Under the GATT Uruguay Round Agreement, the rates will drop to 32 and 16 percent by the year 2000. According to Japanese importers, a major expansion in fresh orange imports cannot be expected unless this still-high import duty is lowered considerably. High fumigation costs are also problematic for U.S. industry.

The current import duty for fresh grapefruit is 10 percent. No import duty is applied on fresh lemons.

Consumption, Trade and Marketing

Citrus Juice:

Japan's fruit juice market is dominated by orange juice products. Japan produces tangerine juice (Japanese Mikan juice), squeezed from domestic Mikans. The production of Japanese Mikan juice accounts for a small share of total orange juice production, comprising less than 8 percent of the total. Therefore, Japanese fruit juice processors depend heavily on imported concentrated forms of orange juice, grapefruit juice and lemon juice.

Japanese consumption of orange juice has been stable in recent years at 88,000 - 95,000 metric ton levels (based on 1/5 concentrate at 65 degree Brix) annually. Post sees no significant changes in the Japanese orange juice market in the near term, with stable retail prices and consumption levels expected to continue.

In the 1998/99 marketing year, Post estimates consumption at roughly 95,000 metric tons (based on 1/5 concentrate at 65 degree Brix), up slightly from the previous season. Japanese largely consume orange juice as a thirst-quenching drink in hot weather and consumption levels vary depending on spring and summer weather.

Japanese offer prices of Brazilian frozen concentrated orange juice (FCOJ) were up over 50 percent in the last marketing season due largely to a significant drop in Brazilian orange production. This significant price surge in Brazil's FCOJs has created new opportunities to U.S. orange juice suppliers. Import prices of U.S. FCOJ are still higher than Brazilian products, but many Japanese traders have switched from Brazilian FCOJ to U.S. orange juice, pointing to its superior quality. To-date (through August), 1998 imports of FCOJ (HS code of 2009.11-290) from the United States are up by 27 percent to 13,000 kiloliters over the same period last year while FCOJ imports from Brazil are down 20 percent. 1998 import prices for U.S. and Brazil FCOJ have averaged \$1.94 and \$1.58 per liter (CIF), respectively.

Florida Department of Citrus (FDOC) is boosting juice product promotions in Japan this year, emphasizing the

premium quality of Florida juice. U.S. industry and Japanese traders market citrus juice products in frozen concentrate, as well as a single strength form, through juice manufacturers, food service operators and retailers. In 1998/99, FDOC is forecasting a 10 - 20 percent increase in Japanese consumption of Florida citrus juice products.

The Japanese orange juice market has been fairly stable, with prices rising gradually since the 1993-94 orange juice "price war" era. Currently, a national brand 100% orange juice is marketed at 168 yen (\$1.40) for a one-liter paper container at Tokyo's major supermarket. On supermarket's sales days, both Dole's and Bireley's (Asahi Beer) brand orange juice have been sold at 178 yen (\$1.48) for a one-liter paper container. Kirin Tropicana orange juice products have been performing very well in the Japanese market, with a retail price of 258 yen (\$2.15) for a one-liter paper container. Florida's Sunshine Tree marks are featured on both Tropicana and Dole products. Zenno (Japanese Agricultural Coops) markets Japanese Mikan juice, with a retail price of 188 yen (\$1.56) for a one-liter paper container.

Lately, juice products in 200-300 milliliter personalized size containers have been widely marketed in Japan. Kirin markets Tropicana's 100% orange juice at 100 yen (83 cents) for a 250 milliliter paper container. Meanwhile, Glico's sweet orange juice is marketed at 70 yen (58 cents) for a 300 milliliter paper container. Suntory's Nachan brand orange drink (30% pure orange) has been performing well in the market and is sold at 100 yen (83 cents) for a 200 milliliter paper container at Tokyo's supermarkets. Sunkist markets 100% orange juice, as well as grapefruit juice, at 120 yen (\$1.00) for a 200 milliliter plastic-cup type container. Supermarket chain private brand Florida grapefruit juice is marketed at 198 yen (\$1.65) for a one-liter paper container.

Policy

Import Tariffs (Citrus Juice):

The current import duty on orange juice containing less than 10 percent of sucrose, i.e. single-strength orange juice, is 22.5 percent. For orange juice containing greater than 10 percent of sucrose, i.e. concentrated orange juice, the duty is 27.0 percent.

The current import duty on grapefruit juice, not containing added sugar, containing less than 10 percent of sucrose, is 20.2 percent. While, the duty on grapefruit juice, not containing added sugar, containing more than 10 percent of sucrose, is 27.0 percent.

The applied import duty on lemon juice is 7.3 percent.

Japanese Imports of Orange Juice
(Kiloliters) 1/

HS code	Country of Origin	CY 1995	CY 1996	CY 1997	Jan-Aug 1997	Jan-Aug 1998
2009.11-210	USA	2,114	4,409	3,192	2,876	2,279
	Brazil	76	541	1,206	1,206	14
	Australia	218	292	0	0	0
	Italy	122	189	403	243	267
	Others	299	336	2	0	0
	TOTAL	2,829	5,407	4,803	4,325	2,560
2009.11-290	Brazil	40,843	37,474	39,492	28,395	22,810
	USA	7,896	11,826	12,827	10,239	12,961
	Israel	2,574	1,274	524	493	36
	Mexico	1,252	0	301	230	920
	Italy	101	86	235	235	38
	Pakistan	585	1,010	222	148	93
	Others	202	16	152	149	92
	TOTAL	53,453	51,686	53,753	39,889	36,950
2009.19-210	USA	6,453	7,225	2,037	1,816	439
	Mexico	691	263	0	0	0
	Australia	702	1,260	1,090	865	736
	Others	458	42	56	25	10
	TOTAL	8,304	8,790	3,183	2,706	1,185
2009.19-290	USA	53	72	832	105	8
	Brazil	15,805	17,099	17,065	4,626	9,436
	Others	698	172	112	79	412
	TOTAL	16,556	17,343	18,009	4,810	9,856

Source: Customs Bureau, Japanese Ministry of Finance

H.S. Code:

2009.11-210 Orange juice, frozen, not containing added sugar, not more than 10% by weight of sucrose.

2009.11-290 Orange juice, frozen, not containing added sugar, n.e.s.

2009.19-210 Orange juice, not frozen, not containing added sugar, not more than 10% by weight of sucrose.

2009.19-290 Orange juice, not frozen, not containing added sugar, n.e.s.

1/ One kiloliter of frozen orange juice concentrate (1,000 liters) is approximately equal to 1.25 to 1.30 metric tons depending on the Brix (sugar content) level.

**Japanese Imports of Grapefruit Juice
(Kiloliters)**

H.S. Code	Country of Origin	CY 1995	CY 1996	CY 1997	Jan-Aug 1997	Jan-Aug 1998
2009.20-210	USA	2,888	6,877	5,324	4,163	1,234
	Israel	1,537	2,368	1,426	1,213	974
	Others	394	396	465	346	338
	TOTAL	4,759	9,641	7,215	5,722	2,546
2009.20-290	USA	9,646	9,184	8,322	6,210	6,260
	Israel	155	239	71	19	145
	Others	4	135	23	14	348
	TOTAL	9,805	9,558	8,416	6,243	6,753

Source: Customs Bureau, Japanese Ministry of Finance

H.S. Code:

2009.20-210 Grapefruit juice, not containing added sugar, not more than 10% by weight of sucrose.

2009.20-290 Grapefruit juice, not containing added sugar, n.e.s.

**Japanese Imports of Lemon Juice
(Kiloliters)**

H.S. Code	Country of Origin	CY 1995	CY 1996	CY 1997	Jan-Aug 1997	Jan-Aug 1998
2009.30-211	USA	1,442	831	859	663	647
	Israel	3,165	3,124	2,807	2,242	2,599
	Italy	1,979	1,865	1,598	1,244	1,241
	Argentina	1,605	781	971	400	577
	Others	84	42	145	53	29
	TOTAL	8,275	6,643	6,380	4,602	5,093

Source: Customs Bureau, Japanese Ministry of Finance

H.S. Code:

2009.30-211 Lemon Juice, not containing added sugar, not more than 10% by weight of sucrose.

PS&D Tables and Trade Matrices

Fresh Orange PS&D Table

PSD Table						
Country:	Japan					
Commodity:	Oranges					
		1996		1997		1998
	Old	New	Old	New	Old	New
Market Year Begin		10/1996		10/1997		10/1998
Area Planted	2010	2100	2020	1920	0	1750
Area Harvested	2070	2070	1990	1900	0	1730
Bearing Trees	1242	1242	1194	1140	0	1038
Non-Bearing Trees	54	54	54	36	0	36
TOTAL No. Of Trees	1296	1296	1248	1176	0	1074
Production	25	25	24	24	0	23
Imports	171	171	180	138	0	140
TOTAL SUPPLY	196	196	204	162	0	163
Exports	0	0	0	0	0	0
Fresh Dom. Consumption	194	194	202	160	0	161
Processing	2	2	2	2	0	2
TOTAL DISTRIBUTION	196	196	204	162	0	163

Orange Juice PS&D Table

PSD Table						
Country:				60	Degrees Brix	
Commodity:						
		1996		1997		1998
	Old	New	Old	New	Old	New
Market Year Begin						
Deliv. To Processors	2	2	2	2	0	2
Beginning Stocks	5000	5000	5000	5000	5000	10000
Production	100	200	100	200	0	100
Imports	88400	88400	90000	98100	0	90000
TOTAL SUPPLY	93500	93600	95100	103300	5000	100100
Exports	0	0	0	0	0	0
Domestic Consumption	88500	88600	90100	93300	0	95100
Ending Stocks	5000	5000	5000	10000	0	5000
TOTAL DISTRIBUTION	93500	93600	95100	103300	0	100100

Fresh Orange Export Trade Matrix

Export Trade Matrix			
Country:		Units:	Metric Tons
Commodity:			
Time period:	Oct-Sept		
Exports for	1996		1997
U.S.	0	U.S.	14
Others		Others	
Taiwan	1	Taiwan	1
Guam	1	Hong Kong	6
Total for Others	2		7
Others not listed			
Grand Total	2		21

Fresh Orange Import Trade Matrix

Import Trade Matrix			
Country:		Units:	Metric Tons
Commodity:			
Time period:	Oct-Sept		
Imports for	1996		1997
U.S.	147725	U.S.	121823
Others		Others	
Spain	518	Spain	892
Chile	125	Mexico	572
South Africa	10355	Chile	58
Swaziland	218	South Africa	8173
Australia	12127	Swaziland	408
New Zealand	29	Australia	5869
		New Zealand	19
Total for Others	23372		15991
Others not listed			
Grand Total	171097		137814

Fresh Orange Wholesale Price Table

Prices Table			
Country:			
Commodity:			
Year:	1997		
Prices in (currency)	Yen	per (uom)	KG
Year	1996	1997	% Change
Jan	185	214	15.7%
Feb	167	193	15.6%
Mar	182	173	-4.9%
Apr	193	185	-4.1%
May	189	208	10.1%
Jun	177	182	2.8%
Jul	177	178	0.6%
Aug	234	185	-20.9%
Sep	238	179	-24.8%
Oct	232	148	-36.2%
Nov	231	149	-35.5%
Dec	221	194	-12.2%

Fresh Tangerine PS&D Table

PSD Table						
Country:	Japan					
Commodity:	Fresh Tangerines					
		1996		1997		1998
	Old	New	Old	New	Old	New
Market Year Begin		10/1996		10/1997		10/1998
Area Planted	82580	82580	80750	79940	0	78080
Area Harvested	77770	77770	76050	75780	0	73990
Bearing Trees	46662	46662	45630	45468	0	44394
Non-Bearing Trees	8658	8658	8460	7488	0	7362
TOTAL No. Of Trees	55320	55320	54090	52956	0	51756
Production	1428	1428	1773	1834	0	1439
Imports	6	7	5	7	0	7
TOTAL SUPPLY	1434	1435	1778	1841	0	1446
Exports	5	5	6	5	0	5
Fresh Dom. Consumption	1309	1310	1573	1561	0	1314
Processing	120	120	199	275	0	127
TOTAL DISTRIBUTION	1434	1435	1778	1841	0	1446

Fresh Tangerine Export Trade Matrix

Export Trade Matrix			
Country:		Units:	Metric Tons
Commodity:			
Time period:	Oct-Sept		
Exports for	1996		1997
U.S.	160	U.S.	143
Others		Others	
R. of Korea	300	North Korea	135
North Korea	163	Taiwan	40
Hong Kong	54	Hong Kong	137
Singapore	27	Singapore	35
Brunei	15	Brunei	13
Philippines	1	Russian Fed.	27
Canada	4107	Canada	4023
Guam	26	Guam	31
N. Mariana Isl.	19	N. Mariana Isl.	30
Total for Others	4712		4471
Others not listed			
Grand Total	4872		4614

Fresh Tangerine Import Trade Matrix

Import Trade Matrix			
Country:		Units:	Metric Tons
Commodity:			
Time period:	Oct-Sept		
Imports for	1996		1997
U.S.	5254	U.S.	4521
Others		Others	
R. of Korea	133	R. of Korea	351
Taiwan	78	China	11
Chile	899	Taiwan	107
New Zealand	170	Chile	1516
		New Zealand	784
Total for Others	1280		2769
Others not listed			
Grand Total	6534		7290

Fresh Tangerine Wholesale Price Table

Prices Table			
Country:			
Commodity:			
Year:	1997		
Prices in (currency)	Yen	per (uom)	KG
Year	1996	1997	% Change
Jan	182	275	51.1%
Feb	185	222	20.0%
Mar	161	170	5.6%
Apr	221	286	29.4%
May	1049	1164	11.0%
Jun	815	888	9.0%
Jul	823	833	1.2%
Aug	756	640	-15.3%
Sep	506	339	-33.0%
Oct	270	157	-41.9%
Nov	243	134	-44.9%
Dec	315	119	-62.2%

Fresh Citrus, Other PS&D Table

PSD Table						
Country:	Japan					
Commodity:	Fresh Citrus,Other					
		1996		1997		1998
	Old	New	Old	New	Old	New
Market Year Begin		10/1996		10/1997		10/1998
Area Planted	5400	5400	5180	5060	0	4760
Area Harvested	5370	5370	5160	5030	0	4730
Bearing Trees	3222	3222	3096	3018	0	2838
Non-Bearing Trees	54	54	36	54	0	54
TOTAL No. Of Trees	3276	3276	3132	3072	0	2892
Production	99	99	107	110	0	95
Imports	0	0	0	0	0	0
TOTAL SUPPLY	99	99	107	110	0	95
Exports	0	0	0	0	0	0
Fresh Dom. Consumption	96	96	104	107	0	92
Processing	3	3	3	3	0	3
TOTAL DISTRIBUTION	99	99	107	110	0	95

Fresh Citrus, Other PS&D Table

Prices Table			
Country:			
Commodity:			
Year:	1997		
Prices in (currency)	Yen	per (uom)	KG
Year	1996	1997	% Change
Jan	275	281	2.2%
Feb	245	253	3.3%
Mar	219	210	-4.1%
Apr	194	181	-6.7%
May	175	163	-6.9%
Jun	125	164	31.2%
Jul	102	129	26.5%
Aug	86	72	-16.3%
Sep	119	146	22.7%
Oct	186	105	-43.5%
Nov	833	72	-91.4%
Dec	311	279	-10.3%

Fresh Grapefruit PS&D Table

PSD Table						
Country:	Japan					
Commodity:	Fresh Grapefruit					
		1996		1997		1998
	Old	New	Old	New	Old	New
Market Year Begin		10/1996		10/1997		10/1998
Area Planted	0	0	0	0	0	0
Area Harvested	0	0	0	0	0	0
Bearing Trees	0	0	0	0	0	0
Non-Bearing Trees	0	0	0	0	0	0
TOTAL No. Of Trees	0	0	0	0	0	0
Production	0	0	0	0	0	0
Imports	281	281	285	218	0	250
TOTAL SUPPLY	281	281	285	218	0	250
Exports	0	0	0	0	0	0
Fresh Dom. Consumption	281	281	285	218	0	250
Processing	0	0	0	0	0	0
TOTAL DISTRIBUTION	281	281	285	218	0	250

Fresh Grapefruit Import Trade Matrix

Import Trade Matrix			
Country:		Units:	Metric Tons
Commodity:			
Time period:	Oct-Sept		
Imports for	1996		1997
U.S.	225866	U.S.	181400
Others		Others	
China	7	Israel	23651
Israel	20771	South Africa	8147
South Africa	23257	Swaziland	4696
Swaziland	11369		
New Zealand	16		
Total for Others	55420		36494
Others not listed			
Grand Total	281286		217894

Fresh Grapefruit Wholesale Price Table

Prices Table			
Country:			
Commodity:			
Year:	1997		
Prices in (currency)	Yen	per (uom)	KG
Year	1996	1997	% Change
Jan	142	161	13.4%
Feb	136	157	15.4%
Mar	147	159	8.2%
Apr	153	163	6.5%
May	153	160	4.6%
Jun	147	150	2.0%
Jul	140	147	5.0%
Aug	144	139	-3.5%
Sep	147	105	-28.6%
Oct	179	108	-39.7%
Nov	193	168	-13.0%
Dec	177	160	-9.6%

Fresh Lemon PS&D Table

PSD Table						
Country:	Japan					
Commodity:	Fresh Lemons					
		1996		1997		1998
	Old	New	Old	New	Old	New
Market Year Begin		10/1996		10/1997		10/1998
Area Planted	0	0	0	0	0	0
Area Harvested	0	0	0	0	0	0
Bearing Trees	0	0	0	0	0	0
Non-Bearing Trees	0	0	0	0	0	0
TOTAL No. Of Trees	0	0	0	0	0	0
Production	2	2	0	2	0	2
Imports	94	88	0	79	0	80
TOTAL SUPPLY	96	90	0	81	0	82
Exports	0	0	0	0	0	0
Fresh Dom. Consumption	96	90	0	81	0	82
Processing	0	0	0	0	0	0
TOTAL DISTRIBUTION	96	90	0	81	0	82

Fresh Lemon Import Trade Matrix

Import Trade Matrix			
Country:		Units:	Metric Tons
Commodity:			
Time period:	Oct-Sept		
Imports for	1996		1997
U.S.	79181	U.S.	72343
Others		Others	
Iran	1	Spain	17
Mexico	17	Mexico	15
Chile	2834	Chile	2327
Nambia	11	South Africa	1818
South Africa	3641	Australia	1934
Australia	2072	New Zealand	240
New Zealand	390		
Total for Others	8966		6351
Others not listed			
Grand Total	88147		78694

Fresh Lemon Wholesale Price Table

Prices Table			
Country:			
Commodity:			
Year:	1997		
Prices in (currency)	Yen	per (uom)	KG
Year	1996	1997	% Change
Jan	163	225	38.0%
Feb	164	201	22.6%
Mar	157	168	7.0%
Apr	159	222	39.6%
May	158	346	119.0%
Jun	187	456	143.9%
Jul	220	440	100.0%
Aug	231	393	70.1%
Sep	217	369	70.0%
Oct	225	354	57.3%
Nov	246	245	-0.4%
Dec	232	179	-22.8%